

## HUNTINGDON VALLEY LIBRARY Long Range Plan

### **Mission Statement**

Our mission is to enrich the community by providing an environment where people can gain knowledge by exchanging information and ideas.

### **Current Statistics and Demographics of the Area**

The current total population of Lower Moreland Township is 11,281 as reported in the 2000 United States Census. Of those reporting information, the great majority of the adult residents are English-speaking, college-educated Caucasians born in the state of Pennsylvania. Of those of foreign ancestry, 18% are German, 18.3% are Irish, 14.6% are Russian and 12.3% are Italian. The majority of households are families with a married couple living in an average household of 2.71 people and average family size of 3.07 people. The median age is 45.5 years.

Although the township experienced a 4% decrease in population between 1990 and 2000, that trend is already changing. The school age population is already increasing, and the township is predicting an estimated 5% increase in population in the next five to ten years. Total housing units are also expected to increase by an estimated 200 units over the next few years.

Demographic statistics are similar to other townships in the immediate area. The average income and education rate continues to increase. The number of residents that speak a second language other than English increased by 13.2%, reflecting a similar influx of foreign residents in all areas within Montgomery County.

### **Expected Library Trends**

The national trend expects a continued decrease in circulation as Internet accessibility increases. However, with an increasing population, increased library membership and programs and greater use of interlibrary loans, we expect that circulation can continue to grow.

Due to the development of the MCLINC system and the growing membership in ACCESS PA, interlibrary loans of books and other materials is increasing.

The number of reference requests addressed by the library experienced a surge in the late 1990's due in part to greater on-line availability to databases for research. That level began to decline until more complete recording of all requests was accomplished in 2002. This level is expected to remain fairly constant in the near future.

The makeup of the library collection is where the largest changes will be seen. Vertical files and card catalogues have all but disappeared. An aging baby-boom population may require more large print books. Music cassettes have already been replaced with a CD collection. It is expected that other areas of the collection will also convert as digital technology improves.

### **Goals of the Library**

**Goal 1: To encourage life-long learning opportunities for library patrons of all ages.**

#### **OBJECTIVES:**

1. To provide services and programs within the community which encourage learning, including:
  - a. Research Services
  - b. Multi-Media and Book Critiques
  - c. Interlibrary Loans
  - d. Adult Programs
  - e. Children's Door to Learning.
2. To facilitate the opportunity to learn by increasing library patronage through marketing programs which identify underserved populations and increase membership and circulation.

**Goal 2: To provide information to patrons without restrictions on format or medium.**

**OBJECTIVES:**

1. To define the appropriate medium for the collection based on current and long-term accessibility needs, including books, large-print books, e-books, DVDs, printed material, newspaper, Internet (online databases) and books on CD.
2. To periodically review the Collection Development Plan and policies.
3. To develop a Technology Plan which promotes access to this information, including:
  - a. Periodic review of hardware and amortization
  - b. Ongoing review of the MCLINC System
  - c. Periodic review of administrative systems and procedures including backup and security
  - d. Ongoing training for staff and patrons.

**Goal 3: To be a community meeting place for matters of library interest.**

**OBJECTIVES:**

1. To define a Facilities Plan which would ensure that the library provides a safe, sufficient environment for all library activities. This plan would include:
  - a. Reviewing the security systems for the building and the collection
  - b. Reviewing the Disaster Action Plan
  - c. Reviewing space and occupancy requirements for activities of the library and of the Friends
  - d. Reviewing the functionality of the library including amenities and hours of operation
  - e. Reviewing policies for library usage
  - f. Projecting future facility and service needs.
2. To continue to develop library staff to ensure that the library provides the most professional personnel to our community.

**Goal 4: To be the Memory of the community, in the form of local history and local current information.**

**OBJECTIVES:**

1. To serve as a repository of historical memorabilia for the community.
2. To encourage the community to contribute items such as historical photographs, maps and drawings to the collection

**Goal 5: To build a sense of community by working outside the walls of the Library.**

**OBJECTIVES:**

1. To increase library communications to the community through the continued issuance of periodic newsletters and the development of a more informative library website.
2. To improve library communication from the community through e-mail access and the establishment of hyperlinks from other community websites.

**Goal 6: To be a Gateway to other resources within and outside the community, by acting in partnership with other agencies.**

**OBJECTIVE:**

To improve services and communication to our community while increasing efficiencies and accessibility to outside programs and services through:

1. Cooperative planning with Lower Moreland Township
2. Cooperative planning with Lower Moreland schools
3. Cooperative ventures with Montgomery County libraries (i.e. – MCLINC)
4. Cooperative planning with local organizations
5. Cooperative planning with libraries outside Montgomery County.

**Goal 7: To safeguard the soundness of the library's financial structure. To increase the level of self-funding so as to lessen the tax burden.**

**OBJECTIVES:**

1. Strengthen finances with close monitoring of the annual budget.
2. To increase the level of self-funding so as to lessen the tax burden, including:
  - a. Increasing self-funding opportunities by providing fee-based services and programs such as video rental, snack sales, copying and notary services.
  - b. Seeking increased equitable funding on a county and state level for patrons outside our community through programs such as ACCESS PA.
  - c. Seeking additional grants to subsidize expenses.
3. Define a Development Plan to solicit funds for operational and non-operational expenses from local civic organizations, community businesses, Friends and patrons.
4. Review investment strategy to ensure appropriate risk assessment and optimum return.

**Process for Implementation of Goals**

The goals of this Long Range Plan will be incorporated into the existing agendas of several standing Board committees and the Library Director and staff. The Board committees involved include Personnel, Finance, Marketing and Long Range Planning.

The development of the Facilities Plan, the Technology Plan and the Development Plan will be handled by ad hoc committees of the Board of Trustees with the assistance of the Library Director and staff as well as members of the community, school district and township on an as needed basis.

It is the goal that this document would serve the library for up to five years. Revisions to the plan will be made on an ongoing basis with a total review of the document at least once annually.

### **Goals for 2003**

1. Complete revision of the by-laws of the library
2. Review all personnel policies to be certain that they are coherent and comply with the revised by-laws.
3. Prepare a balanced budget based on the assets available
4. Review the library's investment policy
5. Meet audit requirements of the state